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# Using Web 2.0 to Facilitate Business Processes

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# Web 2.0 Social Networking Business Focus

- **Continuous innovation is critical to competing successfully in today's fast-moving business environment**

- **Innovation isn't only about creating groundbreaking products, services and solutions, it must also permeate the organizational structure and business culture.**

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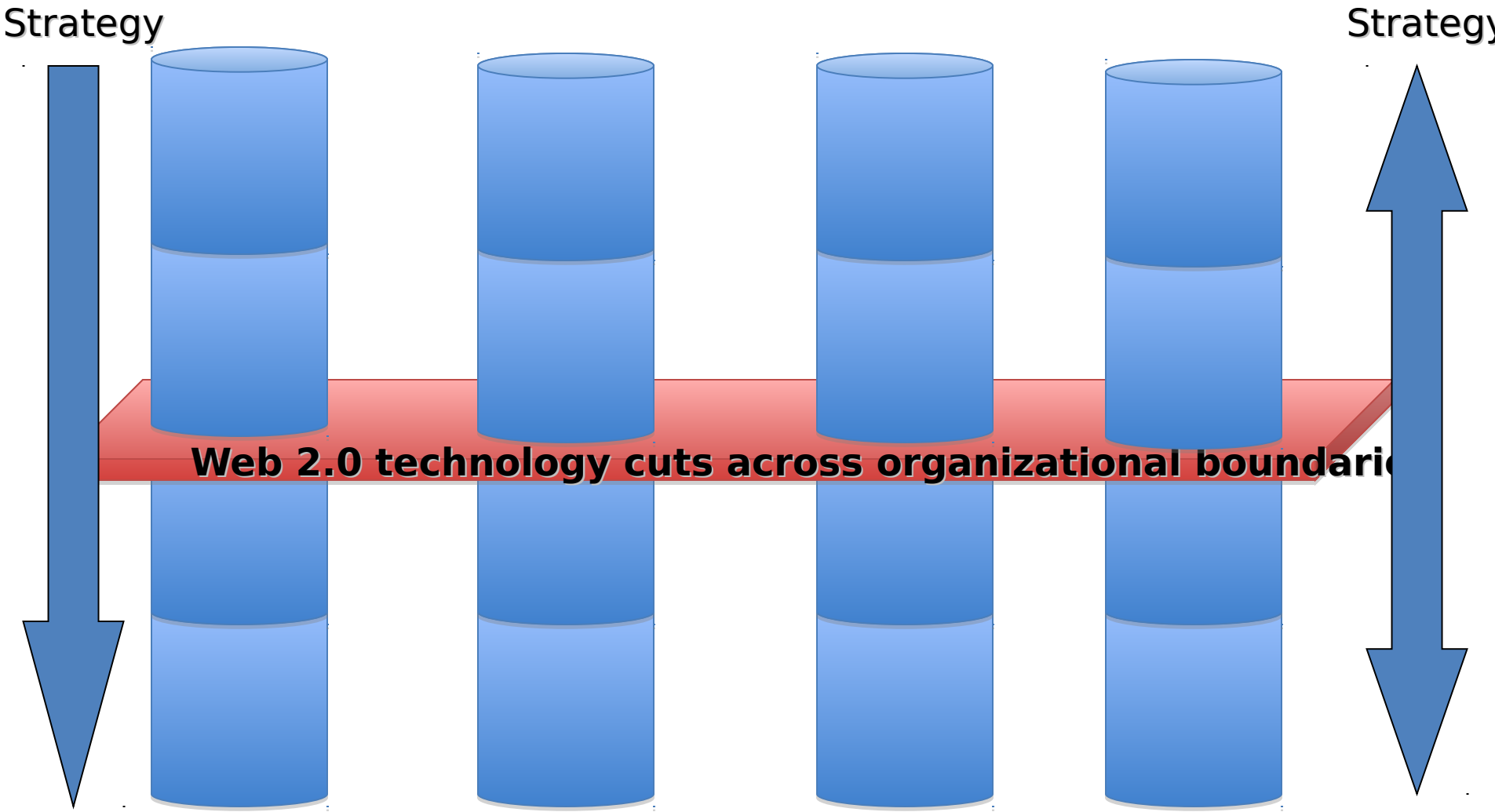
# Siloed Organization Using Web 2.0



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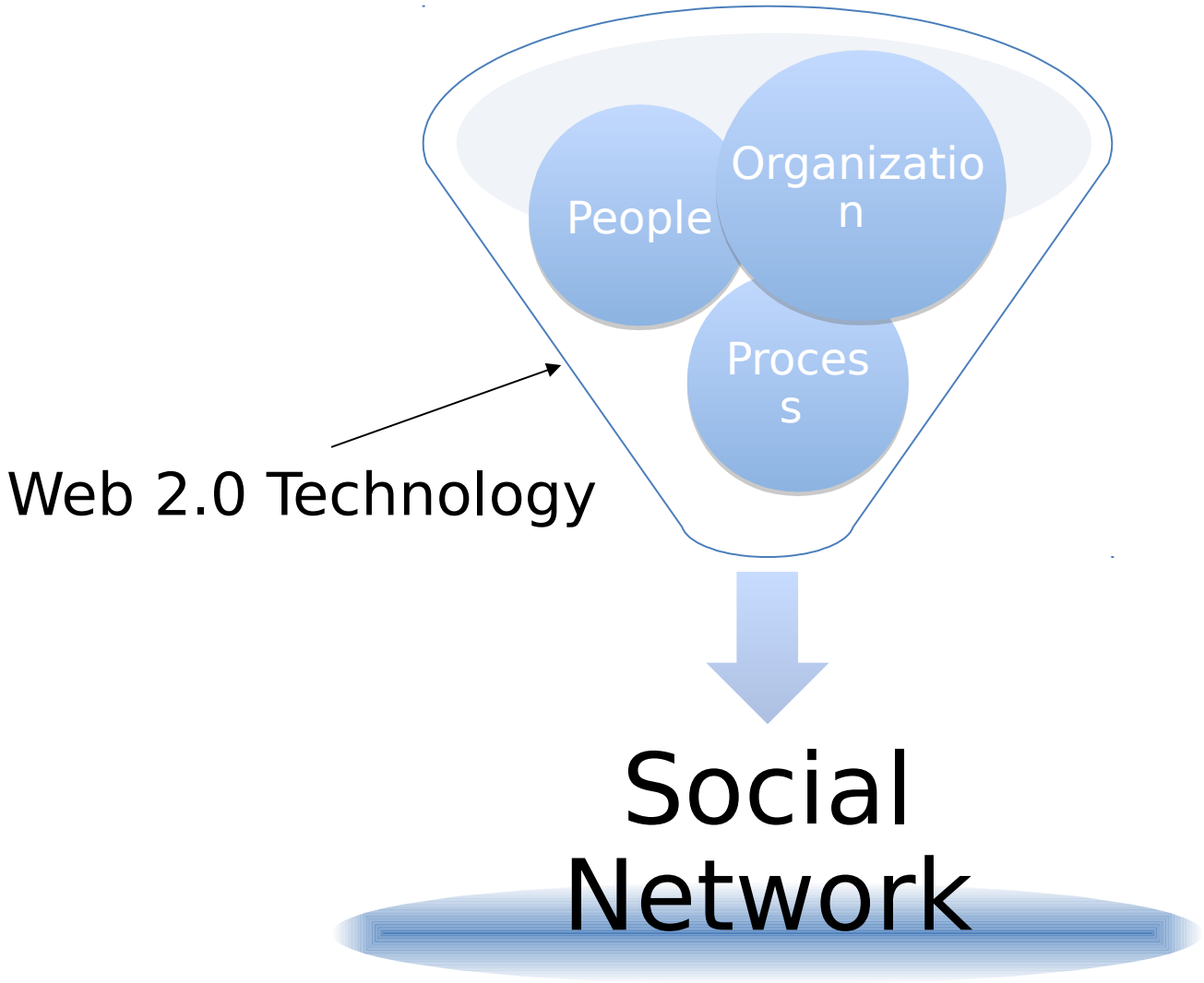
# Applying Web 2.0 Technology



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# Web 2.0 from the Business Side

- **A set of economic, social, and technology tools that collectively form the basis for the next generation of business practices.**
- **Enables a culture of sharing instead of protecting and storing information.**
- **Harnesses collective intelligence of people to develop a richer user experience deriving effectiveness from the inter-human connections and from the network effects that Web 2.0 makes possible, and growing in effectiveness in proportion as people use it.**

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# Web 2.0 Concepts & Business Process Affects

- **Low-barrier, available anywhere, Web-based business process mashups**
- **Allow business users to structure business information and content (folksonomies over taxonomies)**
- **Continuous, bottom-up management, and maintenance of business processes by the end-users that use them**

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# Web 2.0 Concepts & Business Process Affects

- **Business processes exposed as Web services, turning the business process into a reusable platform**
- **Easy inclusion of external Web-friendly data sources and services into business processes**
- **Based on portable, recognized standards as much as possible**
- **Web 2.0-style collaboration (wiki-style editing, blog-style publishing, social networking, etc.)**

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# What Connects an Organization?

- **Ideas**
- **Discussions**
- **Websites**
- **Documents**
- **E-mails**
- **Contacts**

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# Social Networking

- **Definition: “Tools for Collaboration and Networking within and beyond the Enterprise”**
  - **Collaboration**: a recursive process where two or more people or organizations work together toward an intersection of common goals
  - **Networking**: business opportunities are created through networks of like-minded business people.
  - **Enterprise Architecture**: the organizing logic for business processes and IT infrastructure reflecting the integration and standardization requirements of the firm’s operating model.

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# Financial Benefits of Web 2.0

- **Reduce expenses**
- **Increase productivity**
- **Increase customer retention**

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# “Soft” Benefits of Web 2.0

- **Improve internal communication**
- **Improve internal collaboration**
- **Improve team morale and retention Improve agility**

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# Issues when Sharing Information

- **Access** and **confidentiality** are often crucial matters in a professional environment
- The openness within the Web 2.0 environment and selective access to information
- Team focused work and content and enabling visiblity

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# Why Web 2.0 Technology Now?

- **Simply stated, Web 2.0 technology might be the one thing that embodies the new spirit of the Internet.**

- **It enables:**
  - **Community Publishing**
  - **Building Relationships**
  - **Information Integration**
  - **Community Discussions**

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# How does Web 2.0 it do this?

- **Web 2.0 technology enables:**
  - **Collaboration**
  - **Transparency**
  - **Efficiency**
  - **It is unpredictable, in a good way**

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# How is the Government using Web 2.0?

- **Mission-critical tasks**
  - **Responding the emergency situations**
  - **Developing a POM, UFRs, and budgets**
  - **Formulating policy**
  - **Sharing information across agencies**

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# How is DISA using Web 2.0?

- **Corporate Planning and Mission Integration Current Activities**
- **DISA Corporate Planners Training Session**
- **DISA  Corporate Planning**
- **Program Executive Office for Command and Control Capabilities Weekly Activities Report**
- **Net-Enabled Command Capability Test and Evaluation Master Plan**

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# Benefits of Implementing Web 2.0 Technology

- **A strategy for correctly using tools will make collaboration more efficient**
- **Collaboration success can occur with minimal effort/funding**
- **Champions that support incentives is mandatory**
- **Mashups turning data sources into infrastructure**
- **Social Network Tools build a Social Network**

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# Benefits of Implementing Web 2.0 Technology

- **Understanding the needs and incentives of a target audience**
- **Don’t micromanage your social network – nourish it**
- **Management must work in establishing relationships that:**
  - **Incentives participation by all parties**
  - **Leverages existing social relationships**
  - **Encourage the target audience talking – this change is hard!**
  - **Reward the most active participants**

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# What Web 2.0 can do for your business?

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# What Web 2.0 can do for your business?

- **Web-based technologies and social networking tools enable contextual, agile and simplified information utilization, exchange and collaboration to distributed workforces,and networks of partners and customers.**

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# What Web 2.0 can do for your business?

- **Organizations that embrace Web 2.0 will be giving themselves an enormous competitive advantage.**

- **With the advent of Web 2.0 and its rich set of social networking and mass authoring tools there will be a shift in the learning structure, in content, processes, and visible outcomes.**

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# What Web 2.0 can do for your business?

- **Web 2.0 enables the capture of the power of participation which drives better business outcomes and the organization benefits from the full range of advanced Web technologies.**

- **To get the most out of your organizationl with minimal investment.**

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# What Web 2.0 can do for your business?

- **Web 2.0 establishes an open enviroment enabling a network of highly skilled professionals who have deep organizational and service knowledge and field-tested experience (*Knowledge Mangagement and Knowledge Retention*).**

- **Let Web 2.0 enable innovation.**

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# What Web 2.0 can do for your business?

- **In a Web 2.0 environment, there is generally a limited amount of resources available and organizations need to leverage resources as much as possible and the more people that contribute and share information, the more successful the platform is.**

- **Web 2.0 will self start change management the key to the success.**

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# Questions ?

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